

Subject: RE: Sponsors Fwd: Sprint Fwd: Farmer's Market

From: Miki Payne <Miki@hbdrollinger.com>

Date: 09/13/2016 04:53 PM

To: Cynthia Rogers <westchester.cfm@gmail.com>, Donald Duckworth <duckworth.donald@gmail.com>

I love it!

Miki Payne
Operations Manager

Drollinger
P R O P E R T I E S

8929 S. Sepulveda Blvd.
Suite 130
Los Angeles, CA 90045
(310) 417-8048 Ext. 15

From: Cynthia Rogers [mailto:westchester.cfm@gmail.com]

Sent: Tuesday, September 13, 2016 4:19 PM

To: Donald Duckworth; Miki Payne

Subject: Sponsors Fwd: Sprint Fwd: Farmer's Market

Absolutely, Don - you bring up a great area to expand into - sponsorships :) A great incentive, regardless of the whether the business thematically relates to the farmers' market or not, is to bring in a sponsor and create an incentives package for their donation --- say logo on various branded items and on the website/newsletter to an activation on-site for a booth space. I haven't seen that at farmers' markets but think it's a great idea and last night at the Vitalization board meeting that was idea was tossed around with Chamberlain leading the charge -- it's definitely a great idea to explore.

Sent from my iPhone

Begin forwarded message:

From: Miki Payne <Miki@hbdrollinger.com>

Date: September 13, 2016 at 4:10:45 PM PDT

To: Donald Duckworth <duckworth.donald@gmail.com>

Cc: Cynthia Rogers <westchester.cfm@gmail.com>

Subject: RE: Sprint Fwd: Farmer's Market


LOL...we could certainly discuss at our next meeting. I actually see both of your points clearly and could easily agree with either (annoying I know) but worth some brainstorming at the very least.

 dro with extension

From: Donald Duckworth [<mailto:duckworth.donald@gmail.com>]
Sent: Tuesday, September 13, 2016 4:07 PM
To: Miki Payne
Cc: Cynthia Rogers
Subject: Re: Sprint Fwd: Farmer's Market

Sorry I'm so slow. I was thinking and you know how much time that can take! Are you sure we don't want to talk more about this?

On Tue, Sep 13, 2016 at 4:04 PM, Miki Payne <Miki@hbdrollinger.com> wrote:
[Point understood...no exceptions.](#)

 dro with extension

From: Cynthia Rogers [<mailto:westchester.cfm@gmail.com>]
Sent: Tuesday, September 13, 2016 3:59 PM
To: Miki Payne
Cc: Donald Duckworth
Subject: Re: Sprint Fwd: Farmer's Market

Ah gotcha, I wouldn't then - you really don't want to start bringing in X y and Z company that doesn't not fit within the exhibitor's program it's a slippery slope - I have made one exception in the years that i have done farmers' market and that is with Heather. Ultimately we are a magnet for everyone trying to promote their businesses at the market - if you let one in, then it becomes a very awkward scenario dealing with others - that is others that do not thematically relate to the farmers' market world - those that are not in

the health and wellness world (that's what local yoga studios, and our karate folks work and the OULA dancing fitness girls work but all within a limited scope). All up, it's the difference between being a certified farmers' market and well ..say a flea market where anything goes ..we have to tread very lightly to extend the footspace of the market to those that don't fit in our limited categories and andwhoa, I just wrote a lot - sorry for the long email!

On Tue, Sep 13, 2016 at 3:48 PM, Miki Payne <Miki@hbdrollinger.com> wrote:
Not a Drollinger Tenant, but a BID tenant...in other words, most likely, a portion of their rent goes to support the Farmer's Market. I really don't want to ask you to bend Farmer's Market rules, but on the other hand, if you are going to bend them for someone else later, I think we need to be cognizant of their current participation however, distant or unknowing. After saying all of that, it is probably yours and Don's call. He just asked our guys because they went there to get their phones fixed or something.

 dro with extension

From: Cynthia Rogers [mailto:westchester.cfm@gmail.com]
Sent: Tuesday, September 13, 2016 3:44 PM
To: Miki Payne; Donald Duckworth
Subject: Sprint Fwd: Farmer's Market

Hey you two,

How do you want me to handle this - typically this would be a clear pass as the exhibitor's program is a limited program designed to showcase small local businesses that thematically relate to the farmers' market world (health, wellness, environmental, etc) (general guidelines listed below). Are you okay with me thanking him for his interest but then explaining all the rest regarding the limitations on our exhibitor's program. Exceptions can be made, like say for Heather, who has exhibited at the farmers' market promoting her real estate business but only because she has for years and well - she's a board member :) Between that, there's a general feeling that you want to keep your farmers' market as a place for fresh food and healthy living and keep the atmosphere and presence at the market in step with that. Thoughts? I don't want to step on any toes particularly if they are a Drollinger tenant but also just want to send along the skinny scoop on how I would typically handle this.

k, please let me know and onward we go!

////////////////////////////////////

LOCAL BUSINESS BOOTH PROGRAM:

- **Purpose** - to help support local businesses that are thematically related to the farmers' market world and do not compete with our current vendors.

- **Promotion only** - this is a promotion only booth - so no retail as our farmers' market is a place for commerce as between certified farmers, ranchers and related food vendors operating under the California Agriculture Department and Environmental Health Bureau of Los Angeles; passing out information material, signing up customers for further off-site sales, and newsletter and alike sign ups are all great ways to promote your business while complying with our exhibitor booth guideline of being a "promotion" only booth space.

- **Thematically related engaging activity** - while it is not absolutely required we aim to have participants do more than just promote their business; the sweet spot is to do an activity that relates to the business while adding a tie-in presence to the farmers' market and its community base. Examples: local mom and pop pharmacies doing blood pressure tests while promoting their business; chiropractors providing on-site massages and courtesy back exams while signing people up for further intro exams at their facility; solar companies engaging with the community base to learn about solar while providing a sunflower planting activity for the kids; fitness studios - do exercise demos while promoting their local studio.

- **Restrictions** - participants may not solicit throughout the farmers' market but can actively encourage engagement through the booth space (ask market manager of ideas; for example, kids craft activities, or other raffle like tabling games work well); the market retains the right to regulate time, place and manner of all activities relating to display, signs, posters, placards, and other expressions of interests represented.

- **Standard of Conduct** - our number one goal is to maintain market morale and with that a friendly atmosphere for all; please help us in maintaining an inviting, family friendly environment by being as helpful as possible with customers and fellow vendors and also please don't hesitate to flag one of your farmers' market staff helpers to assist with any situation should one arise - we are always on hand throughout the market or can be found through the info booth located in the middle of the market.

Additional guidelines for local booth participants:

- **Logistics, Location** - all participants must bring their own set up inclusive of a table, chair, shaded 10 by 10 canopy and banners to showcase the participant's organization and be set up by the market's opening of 9 a.m. remaining through the day with the rest of the market participants and the closing at 2pm; we provide parking and assign booth location the morning of and will be on-site at 8 a.m. to provide the location and parking information (when you arrive just ask any vendor to point out an on-site staff helper to show you to your location).
- **Availability** - we schedule participants based on availability not to exceed one market date per quarter for a maximum of 4 market dates per calendar year.
- **Fees** - \$30/market date to be paid at the end of the day; on-site manager will give you a load sheet to list your day's sales and fee for the day; please return that load sheet with your fee to the info booth after the market closes between 1:30 and 2:30pm; please pay in cash however we can in limited instances take a check (if by check, please make it out to: "Sundays Westchester Farmers' Market")

----- Forwarded message -----

From: **Cynthia Rogers** <cynthia.rogers01@gmail.com>
Date: Tue, Sep 13, 2016 at 3:22 PM
Subject: Fwd: Farmer's Market
To: Cynthia Rogers <westchester.cfm@gmail.com>

----- Forwarded message -----


From: **Miki Payne** <Miki@hbdrollinger.com>
Date: Tue, Sep 13, 2016 at 2:27 PM
Subject: Farmer's Market
To: "Cynthia Rogers (cynthia.rogers01@gmail.com)" <cynthia.rogers01@gmail.com>
Cc: "jbasa@xpchoice.com" <jbasa@xpchoice.com>, Donald Duckworth <duckworth.donald@gmail.com>

Cynthia,

Josh, the Sprint store manager in the business district, is interested in being a community participant in the Sunday Westchester Farmer's Market. I told him I would introduce the two of you via email and leave him in your capable hands.

Josh, looking forward to meeting you in person!

Miki

 dro with extension

--

Cynthia Rogers
Westchester Farmers' Market
Operations & Market Management
www.westchesterfarmersmkt.com
(310) 936-9060

--

Cynthia Rogers
Westchester Farmers' Market
Operations & Market Management
www.westchesterfarmersmkt.com
(310) 936-9060
shi